



Order / Rev: 701321  
 Alt Order #: 06246988  
 Flight Dates: 09/11/12 - 09/17/12

Advertiser: Democratic Congressional Campaign Co  
 Product Desc: DCCC  
 Estimate: 1500

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKYC	09/12/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	4		\$800.00		0.00						
E 7	WKYC	09/12/12	09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	4	\$1,400.00	P-3	0.00	NM	4	\$5,600.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	4		\$1,400.00		0.00						
E 8	WKYC	09/12/12	09/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	1		\$2,500.00		0.00						
E 9	WKYC	09/12/12	09/14/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--WTF--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	1		\$1,800.00		0.00						
E 10	WKYC	09/12/12	09/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	NKYC	09/10/12-09/16/12		M-F 9-10a Today II		9a-10a	--WThF----	:30		<del>(\$800.00)</del>		0.00	NM		
See MG 10.5															
[nbc new cut-in - jh]															
5	NKYC	09/15/12-09/16/12		Major League Soccer		Various	-----SaSu	:30		\$800.00		0.00	NM		
Ⓜ MG for 10.3 09/12															
E 11	WKYC	09/15/12	09/16/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p (6:00 PM-6:30 PM)	-----SS	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
CH3 NEWS S/S @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----SS	1		\$2,500.00		0.00						
E 12	WKYC	09/16/12	09/16/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
CH3 NOON NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/10/12-09/16/12		Su 12-1230p		12-1230p /Su	-----Su	:30		<del>(\$800.00)</del>		0.00	NM		
See MG 12.2															
2	NKYC	09/17/12-09/17/12		Days of Our Lives		1p-2p	M-----	:30		\$800.00		0.00	NM		
Ⓜ MG for 12.1 09/16															
E 13	WKYC	09/16/12	09/16/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH3 NEWS SUN @ 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$1,800.00		0.00						
E 14	WKYC	09/12/12	09/14/12	EN (M-F) EN (M-F)	CM	6p-730p	--WTF--	:30	1	\$1,950.00	P-3	0.00	NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	1		\$1,950.00		0.00						
N 15	WKYC	09/13/12	09/13/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---T---	:30	1	\$0.00	P-3	0.00	NM	1	\$0.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	---T---	1		\$0.00		0.00						

